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AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111
Serial Number: 09/767,819
Filing Date: January 22, 2001
Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Robert M. Zeidman	Examiner:	Beliveau, Scott E.
Serial No.:	09/767,819	Group Art Unit:	2623
Filed:	January 22, 2001	Docket No.:	Zeid-02
Title:	Method For Advertisers to Sponsor Broadcasts Without Commercials		

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This Amendment and Response is filed in response to the Office Action mailed on April 23, 2007. Please amend the above-identified patent application as follows.

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

storing said embedded information;

at a predetermined time and without requiring viewer interaction action, sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and